



FOR IMMEDIATE RELEASE

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PLANS UNDERWAY FOR FOURTH ANNUAL BACK TO SCHOOL JUMP OFF

Event Organizers Seeking Community Support

The City of Rocky Mount is pleased to announce that plans are currently underway for the fourth annual Back to School Jump Off, the largest back to school celebration in the Twin Counties. Rocky Mount's Back to School Jump Off has been scheduled for Friday, August 5 from 6:00 pm until 9:00 pm at the Rocky Mount Athletic Stadium (1400 N. Church St., Rocky Mount, NC). Admission to the event is free.

The purpose of the Back to School Jump Off is three-fold: to provide a venue to celebrate education, to provide information on resources in the area to help students succeed, and to provide much needed school supplies to area students. The event is organized by a team of volunteers from throughout the Twin Counties, and is coordinated by staff of the Rocky Mount Police Department.

This year, the organizing committee plans to distribute 2,500 book bags during the Back to School Jump Off. Each book bag will contain a sampling of school supplies; young people in attendance can gather additional free school supplies by taking part in the event's wide variety of activities.

The organizing committee is soliciting community support for the event in three major ways:

First, the committee seeks sponsorships from businesses, churches, and civic groups who seek to share in the mission of this important event. Official sponsorships begin at \$500, and can be monetary or in-kind.

Second, the committee is collecting school supplies to be distributed freely at the event. The most critical need is for notebook paper, pencils, erasers, composition books, glue sticks, crayons, and colored pencils. The Rocky Mount Police Department and all seven stations of the Rocky Mount Fire Department have been identified as drop-off locations. Event organizers also encourage businesses, churches, and civic groups to host a school supply drive to benefit this event. School supplies will be distributed freely at the Back to School Jump Off.

Third, event organizers welcome groups to set up informational tents at the Back to School Jump Off. Participating agencies and organizations are asked to provide information that is relevant to school-aged children and/or teenagers and their families; appropriate messages include personal health and safety, school readiness, and anti-gang or violence prevention. Participating agencies and organizations are also invited to offer a fun activity such as a carnival game or face painting. To reserve a space at the 2011 Back to School Jump Off, submit a completed registration form by July 15. Registration forms are available online at <http://police.rockymountnc.gov>

For more information about Rocky Mount's fourth annual Back to School Jump Off, please contact Yvette Jones, Community Services Supervisor, at (252) 972-1436.

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